

Tourist profile trend (2017)

PORTUGAL

How many are they and how much do they spend?



	2013	2014	2015	2016	2017
Tourist arrivals (FRONTUR)	n.d.	n.d.	n.d.	n.d.	n.d.
Tourist arrivals (> 16 years old)	57,617	40,147	38,785	63,636	56,304
Average daily expenditure (€)	108.94	109.24	124.32	117.20	131.43
. in their place of residence	71.49	78.15	89.91	85.18	93.69
. in the Canary Islands	37.45	31.08	34.41	32.02	37.74
Average length of stay	7.53	9.04	7.39	7.24	7.54
Turnover per tourist (€)	746	791	786	800	883
Total turnover (> 16 years old) (€m)	43.0	31.8	30.5	50.9	49.7
Tourist arrivals: year on year change	--	-30.3%	-3.4%	64.1%	-11.5%
Turnover: year on year change	--	-26.1%	-4.0%	66.9%	-2.3%
% tourists who pay in the Canary Islands:					
Accommodation:					
- Accommodation	20.2%	10.2%	15.7%	13.6%	14.8%
- Additional accommodation expenses	6.3%	7.1%	9.4%	9.1%	11.7%
Transport:					
- Public transport	10.1%	9.7%	9.9%	9.2%	13.3%
- Taxi	7.3%	10.5%	12.7%	10.2%	19.4%
- Car rental	26.8%	23.3%	21.5%	23.9%	27.6%
Food and drink:					
- Food purchases at supermarkets	44.5%	43.1%	38.9%	39.4%	41.6%
- Restaurants	39.9%	35.6%	35.0%	41.2%	55.0%
Souvenirs:					
	56.3%	63.5%	54.4%	66.4%	59.1%
Leisure:					
- Organized excursions	11.9%	16.7%	16.4%	14.6%	17.6%
- Leisure, amusement	7.7%	4.9%	8.1%	4.9%	13.4%
- Trip to other islands	1.3%	3.9%	1.9%	2.6%	0.9%
- Sporting activities	2.1%	4.1%	4.0%	2.1%	4.4%
- Cultural activities	3.8%	3.0%	3.5%	4.1%	3.4%
- Discos and disco-pubs	9.3%	3.3%	6.5%	7.3%	5.4%
Others:					
- Wellness	2.7%	2.7%	3.1%	1.5%	2.3%
- Medical expenses	2.1%	2.8%	1.4%	5.9%	4.5%
- Other expenses	8.5%	6.9%	7.9%	4.6%	8.3%

2017



-12%
TOURISTS*
56,304



+10%
TRAVEL EXPENSES
€883



-2%
TURNOVER
€50 MILL

What do they book at their place of residence?



	2013	2014	2015	2016	2017
Flight only	12.1%	14.4%	13.6%	6.6%	10.3%
Flight and accommodation (room only)	23.7%	9.5%	13.5%	12.7%	10.3%
Flight and accommodation (B&B)	3.5%	2.5%	3.3%	5.8%	5.4%
Flight and accommodation (half board)	21.6%	18.7%	19.5%	14.8%	19.3%
Flight and accommodation (full board)	3.8%	6.3%	5.9%	13.0%	8.1%
Flight and accommodation (all inclusive)	35.2%	48.6%	44.2%	47.0%	46.7%
% Tourists using low-cost airlines	57.4%	47.4%	49.9%	55.7%	54.6%
Other expenses in their place of residence:					
- Car rental	13.6%	11.5%	12.6%	13.1%	10.0%
- Sporting activities	1.3%	1.8%	0.8%	2.5%	0.6%
- Excursions	2.5%	3.1%	2.7%	0.6%	3.2%
- Trip to other islands	3.8%	3.2%	1.7%	1.3%	0.0%

* Tourists over 16 years old.

How do they book?



	2013	2014	2015	2016	2017
Accommodation booking					
Tour Operator	21.9%	17.8%	20.0%	18.6%	19.8%
- Tour Operator's website	74.8%	71.0%	70.7%	70.2%	81.2%
Accommodation	21.2%	14.2%	10.8%	14.7%	17.4%
- Accommodation's website	78.3%	75.1%	87.3%	94.3%	96.4%
Travel agency (High street)	37.1%	51.9%	48.9%	49.6%	48.0%
Online Travel Agency (OTA)	13.1%	7.7%	9.8%	12.7%	10.4%
No need to book accommodation	6.7%	8.4%	10.4%	4.3%	4.4%
Flight booking					
Tour Operator	29.8%	24.1%	21.4%	25.9%	21.2%
- Tour Operator's website	73.0%	72.2%	63.3%	58.5%	53.7%
Airline	28.6%	22.1%	21.7%	19.0%	27.9%
- Airline's website	82.7%	93.7%	94.5%	83.8%	89.3%
Travel agency (High street)	35.4%	47.9%	51.2%	43.0%	45.2%
Online Travel Agency (OTA)	6.2%	5.9%	5.8%	12.0%	5.8%

How far in advance do they book their trip?



	2013	2014	2015	2016	2017
The same day they leave	2.0%	0.6%	0.0%	0.3%	0.0%
Between 2 and 7 days	9.2%	14.6%	10.0%	7.6%	11.3%
Between 8 and 15 days	20.6%	10.4%	13.7%	10.3%	7.6%
Between 16 and 30 days	27.8%	19.6%	22.5%	15.3%	18.5%
Between 31 and 90 days	26.9%	37.8%	34.9%	36.7%	29.1%
More than 90 days	13.6%	16.9%	18.8%	29.8%	33.4%

Who are they?



	2013	2014	2015	2016	2017
Gender					
Men	64.6%	53.1%	54.7%	52.1%	63.1%
Women	35.4%	46.9%	45.3%	47.9%	36.9%
Age					
Average age (tourists > 16 years old)	39.1	38.7	37.9	41.4	40.6
Standard deviation	10.5	11.2	10.8	12.9	13.2
Age range (> 16 years old)					
16-24 years old	5.5%	7.9%	8.6%	5.6%	8.0%
25-30 years old	16.7%	21.8%	18.2%	18.6%	15.3%
31-45 years old	55.4%	44.6%	50.2%	40.0%	49.0%
46-60 years old	17.3%	21.6%	19.7%	23.8%	17.3%
Over 60 years old	5.1%	4.1%	3.2%	11.9%	10.4%
Occupation					
Business owner or self-employed	27.0%	24.3%	26.1%	23.3%	22.6%
Upper/Middle management employee	46.6%	53.8%	49.5%	46.0%	49.6%
Auxiliary level employee	13.0%	7.6%	13.3%	14.8%	15.3%
Students	3.9%	5.2%	7.2%	1.3%	5.5%
Retired	5.3%	5.4%	2.6%	11.0%	5.4%
Unemployed / unpaid dom. work	4.2%	3.7%	1.1%	3.6%	1.6%
Annual household income level					
€12,000 - €24,000	38.3%	56.6%	50.4%	51.9%	49.1%
€24,001 - €36,000	30.1%	20.1%	24.7%	29.8%	23.6%
€36,001 - €48,000	17.5%	9.2%	6.3%	10.1%	8.4%
€48,001 - €60,000	8.2%	5.2%	8.7%	2.0%	8.1%
€60,001 - €72,000	5.0%	3.7%	7.2%	2.8%	5.6%
€72,001 - €84,000	0.0%	0.8%	1.8%	0.6%	0.0%
More than €84,000	1.0%	4.3%	0.9%	2.8%	5.3%

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Which island do they choose?

Tourists (> 16 years old)	2013	2014	2015	2016	2017
- Lanzarote	3,163	5,303	3,407	3,791	7,756
- Fuerteventura	6,459	3,198	4,518	6,462	4,115
- Gran Canaria	17,187	17,461	14,919	34,084	24,037
- Tenerife	30,808	14,185	15,940	18,807	20,397
- La Palma	--	--	--	--	--

Share (%)	2013	2014	2015	2016	2017
- Lanzarote	5.5%	13.2%	8.8%	6.0%	13.8%
- Fuerteventura	11.2%	8.0%	11.6%	10.2%	7.3%
- Gran Canaria	29.8%	43.5%	38.5%	54.0%	42.7%
- Tenerife	53.5%	35.3%	41.1%	29.8%	36.2%
- La Palma	--	--	--	--	--

Where do they stay?

	2013	2014	2015	2016	2017
5* Hotel	9.6%	8.5%	6.2%	5.7%	5.0%
4* Hotel	41.2%	47.0%	51.6%	41.6%	43.2%
1-2-3* Hotel	20.1%	23.0%	19.6%	29.3%	27.7%
Apartment	23.2%	10.1%	11.8%	17.1%	18.4%
Property (privately-owned, friends, family)	5.2%	9.4%	9.9%	4.4%	4.4%
Others	0.7%	1.9%	0.9%	2.0%	1.3%

Why do they choose the Canary Islands?

Aspects influencing the choice	2013	2014	2015	2016	2017
Climate/sun	75.5%	78.7%	75.8%	73.3%	76.2%
Beaches	48.5%	45.0%	52.2%	55.7%	57.3%
Tranquility/rest/relaxation	23.6%	31.0%	31.6%	28.0%	28.6%
Visiting new places	22.7%	22.7%	23.1%	25.5%	26.5%
Scenery	9.4%	16.3%	19.1%	15.5%	22.3%
Price	23.3%	26.1%	15.4%	18.8%	17.8%
Suitable destination for children	5.8%	3.0%	5.3%	5.8%	7.6%
Security	4.4%	4.3%	10.4%	12.8%	7.1%
Ease of travel	10.8%	6.3%	8.6%	5.9%	4.0%
Quality of the environment	6.0%	1.7%	0.4%	0.6%	3.4%
Nautical activities	5.8%	5.1%	1.1%	1.4%	2.5%
Shopping	2.5%	2.7%	4.6%	5.1%	2.4%
Nightlife/fun	1.8%	1.1%	2.4%	3.3%	2.4%
Golf	0.5%	1.6%	0.0%	0.9%	1.8%
Culture	0.5%	0.7%	0.6%	0.4%	1.6%
Active tourism	4.3%	3.5%	2.4%	2.5%	1.2%

Who do they come with?

	2013	2014	2015	2016	2017
Unaccompanied	14.5%	11.3%	11.6%	8.3%	10.8%
Only with partner	35.6%	44.4%	36.3%	40.9%	40.4%
Only with children (under the age of 13)	0.0%	1.3%	4.2%	0.9%	1.1%
Partner + children (under the age of 13)	20.3%	16.5%	20.4%	17.3%	17.6%
Other relatives	6.9%	3.1%	6.8%	6.3%	5.1%
Friends	3.9%	5.0%	3.0%	4.3%	3.8%
Work colleagues	0.0%	0.9%	0.8%	1.0%	2.3%
Other combinations ⁽¹⁾	18.9%	17.6%	17.1%	21.0%	18.8%

* Multi-choise question (different situations have been isolated)

* Multi-choise question

How do they rate the Canary Islands?

Impression of their stay	2013	2014	2015	2016	2017
Good or very good (% tourists)	90.2%	92.9%	90.7%	90.1%	91.4%
Average rating (scale 1-10)	8.31	8.47	8.45	8.41	8.54

How many are loyal to the Canary Islands?

Repeat tourists	2013	2014	2015	2016	2017
At least 1 previous visit	56.0%	60.5%	55.9%	57.3%	57.9%
At least 10 previous visits	3.7%	4.4%	7.9%	6.6%	4.7%

Where does the flight come from?

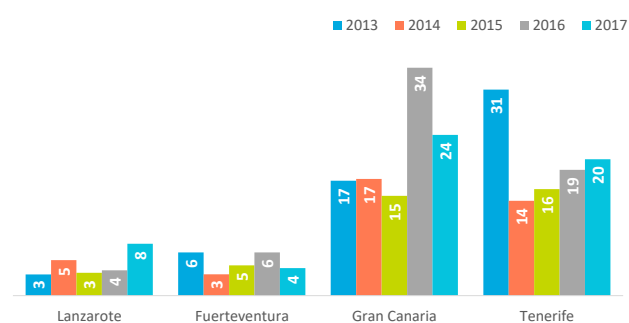
Tourists (> 16 years old)	2013	2014	2015	2016	2017
Portugal	63.9%	77.6%	72.4%	71.3%	64.6%
Spanish Mainland	36.1%	21.0%	25.4%	26.9%	26.7%
United Kingdom	0.0%	0.0%	0.3%	0.0%	8.4%
Germany	0.0%	0.0%	0.6%	0.0%	0.0%
France	0.0%	0.0%	0.3%	0.0%	0.0%
Italy	0.0%	0.0%	0.0%	0.2%	0.0%
Others	0.0%	1.4%	1.0%	1.6%	0.3%

What did motivate them to come?

Prescription sources	2013	2014	2015	2016	2017
Previous visits to the Canary Islands	39.9%	39.2%	45.8%	37.8%	40.2%
Recommendation by friends/relatives	36.7%	37.9%	37.6%	37.2%	33.2%
The Canary Islands television channel	0.9%	0.0%	0.0%	0.0%	0.0%
Other television or radio channels	1.8%	0.6%	0.0%	0.4%	1.8%
Information in press/magazines/books	4.5%	8.6%	8.1%	6.0%	10.4%
Attendance at a tourism fair	0.4%	2.5%	2.9%	2.7%	1.2%
Tour Operator's brochure or catalogue	7.8%	10.9%	11.6%	9.9%	11.5%
Recommendation by Travel Agency	20.2%	20.9%	25.2%	30.9%	21.4%
Information obtained via the Internet	31.1%	25.7%	28.4%	22.7%	27.9%
Senior Tourism programme	0.5%	0.0%	0.0%	2.0%	0.0%
Others	8.5%	6.1%	7.0%	7.3%	6.3%

* Multi-choise question

Tourist arrivals by islands (thousands)



Tourists over 16 years old.

Source: Encuesta sobre el Gasto Turístico (ISTAC). (1) Combination of some groups previously analyzed.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.